



USDA Weekly Retail Turkey Feature Activity

Fri. Dec 14, 2007

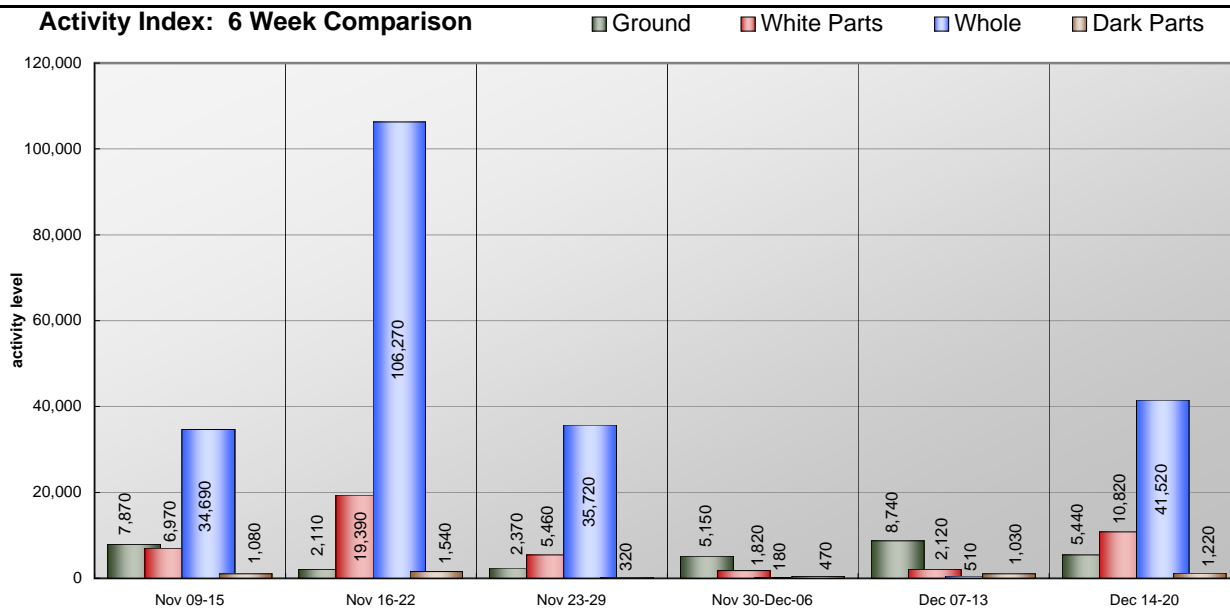
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/14 thru 12/20.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	74.1% of 17,000 outlets		51.4% of 17,000 outlets		76.9% of 17,000 outlets	
Special Rate 4/	3.2%		7.8%		6.2%	
Activity Index 2/	59,130		13,530		53,840	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	8,510	1.28			9,880	1.22
" - Toms	8,810	1.28			9,870	1.22
Frozen - Hens	11,910	0.97	310	0.83	9,790	0.86
" - Toms	12,290	0.96	200	0.89	9,950	0.85
PARTS:						
Breast:						
Bone-in, whole						
Fresh	1,900	2.24	140	2.19	1,810	2.17
Frozen	6,520	1.69	520	1.91	5,710	1.48
Hotel Style						
Fresh	20	1.91			20	1.87
Frozen					130	1.59
Split, bone-in						
Fresh	10	1.69	10	2.48	20	2.54
Rotisserie	1,040	6.48	350	7.68	1,240	6.65
Boneless, whole						
	20	4.99			30	3.99
Cutlets	840	4.14	590	4.35	380	3.99
Cutlets, thin sliced	10	4.99			250	4.70
Strips						
			80	4.54		
Tenders						
	460	3.76	430	3.99	260	3.92
Marinated Tenders						
	30	4.00	810	3.76	110	4.16
Drumsticks						
	140	1.03	280	1.34		
Thighs						
	130	1.03	280	1.34		
Wings						
	50	1.29	60	1.16	10	1.27
Necks						
Smoked Drumsticks	280	1.54	140	1.55	310	1.79
Smoked Wings	350	1.63	140	1.58	310	1.79
Smoked Necks	270	1.51	130	1.59		
GROUND TURKEY:						
Patties	5,440	2.84	8,740	2.56	3,690	2.61
	150	2.53	570	2.78	70	2.44
Sausage	1,650	2.56	1,980	2.56	1,760	2.48
85% lean	1,140	2.00	650	1.71	150	1.45
93% lean	950	2.34	4,210	2.32	1,150	2.30
Breast	1,550	4.08	1,330	3.66	560	3.96
Rolls (frsh/frz 1 lb.)	100	1.00	320	1.32	70	1.00

Note: rolls not included in ground fresh ground turkey total and weighted average.

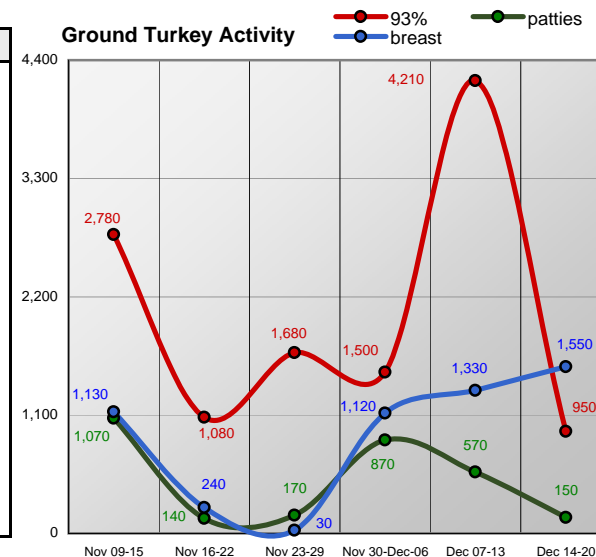
Activity Index: 6 Week Comparison



Turkey Featuring - 12/14 thru 12/20

The activity index is very high due to stores running multiple promotions on turkey items. Offers are active on fresh and frozen whole turkeys. Some stores, especially in the East, offer multiple labels of frozen turkeys and prices are in a wide price range. Many offers include the disclaimer "while supplies last." Fresh and frozen bone-in breasts are popular this week and offers on rotisserie breasts increase with very attractive pricing. Features on dark parts continue to improve, especially on smoked parts. Once again ground turkey is retreating as attention moves to holiday items. Ground breast is more active while 93% lean took a sharp dive from last week's extremely strong showing. Retailers focus on holiday platters, cooked and smoked turkeys, and other items for seasonal entertaining.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	86.9% of 7,950 sampled outlets 4.1% of stores w/ no-price promotions Activity Index = 37,330			64.4% of 5,300 sampled outlets 4.1% of stores w/ no-price promotions Activity Index = 13,820			61.8% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 7,880		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.97 - 1.68	5,620	1.26	0.97 - 1.89	1,460	1.28	1.29 - 1.69	1,430	1.36
" - Toms	0.95 - 1.68	5,700	1.25	0.97 - 1.89	1,680	1.28	1.29 - 1.69	1,430	1.36
Frozen - Hens	0.68 - 1.39	7,480	0.95	0.59 - 1.39	3,680	1.02	0.69 - 1.59	750	0.91
" - Toms	0.68 - 1.79	7,710	0.95	0.59 - 1.39	3,830	1.01	0.69 - 1.59	750	0.89
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	1,040	2.27	1.79 - 2.49	450	2.18	1.99 - 2.69	410	2.22
Frozen	1.27 - 2.99	4,850	1.66	1.19 - 2.59	1,250	1.70	1.79 - 1.99	420	1.95
Hotel Style									
Fresh	1.69 - 1.99	20	1.91						
Frozen									
Split, bone-in									
Fresh	1.69	10	1.69						
Rotisserie	4.49 - 6.99	580	5.50	5.99 - 9.99	200	6.66	7.99 - 8.99	260	8.51
Boneless, whole	4.99	20	4.99						
Cutlets	3.79 - 3.99	540	3.94				3.69 - 4.54	300	4.51
Cutlets, thin sliced	4.99	10	4.99						
Strips									
Tenders							3.19 - 3.99	460	3.76
Marinated Tenders							3.73 - 4.26	30	4.00
Drumsticks				0.89 - 1.37	140	1.03			
Thighs				0.89 - 1.37	130	1.03			
Wings				0.99 - 1.37	50	1.29			
Necks									
Smoked Drumsticks	1.49 - 1.99	270	1.51	2.49	10	2.49			
Smoked Wings	1.49 - 1.99	340	1.61	2.49	10	2.49			
Smoked Necks	1.49 - 1.99	270	1.51						
GROUND TURKEY:									
Patties	2.50 - 2.59	110	2.58	2.38 - 2.49	40	2.40			
Sausage	1.59 - 2.91	1,120	2.31	1.99 - 4.25	210	4.17	2.05 - 2.87	320	2.40
85% lean	1.92 - 2.30	340	2.04	2.29	300	2.29	1.69 - 2.00	500	1.81
93% lean	1.53 - 3.07	650	2.26	1.59 - 2.50	160	2.26	2.80	140	2.80
Breast (99-100% lean)	3.68 - 4.61	650	4.14	3.49 - 4.79	220	4.66	3.19 - 3.99	680	3.84
Rolls (frsh/frz 1 lb.)	1.00	20	1.00	0.99 - 1.00	80	1.00			